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MERSHON-SPONSORED RESEARCH DRAMATIZED ON SILVER SCREEN

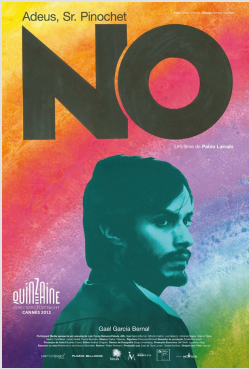


Published: 19 April 2013

Film aficionados may have seen the movie "No" which opened at the Drexel this week. "No" is a Chilean film that dramatizes the 1988 plebiscite that brought the Pinochet dictatorship to an end. It has been nominated for an Academy Award and received other honors including a Cannes Film Festival award.

What you probably don't know is that the film is based on research done for a Mershon Center-sponsored book *Democracy and the Media* (Cambridge University Press, 2000), edited by Mershon affiliates [Richard Gunther](#) and [Anthony Mughan](#).

The author of Chapter 5, Eugenio Tironi, was one of the architects of the advertising campaign on the "no" side of the 1988 plebiscite, and later became communications director for the first president elected under the post-Pinochet democracy. Tironi plays himself in the film, and in the credits his name is the second listed under "special guest appearances," right after President Patricio Alwyn.



Read more about the film "No" on its official website at <http://sonyclassics.com/no>.

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